



Cooperative Education Report

Services Marketing at Beyond Boundaries

Written by

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**This Report Submitted in Partial Fulfillment of the
Requirements for
Cooperative Education, Faculty of Business Administration**

Academic Semester 2/2018

Siam University

Project Title : Services Marketing at Beyond Boundaries

Credits : 6

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Advisor : SomruedeeThaiphanit, Ph.D.

Degree : Bachelors in Business Administration

Major : Marketing

Faculty : BBA- Marketing

Academic Year: 2/2018

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2018

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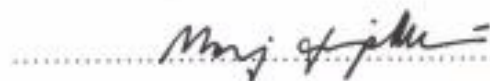
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Abstract

This cooperative report entitled ‘Services Marketing at Beyond Boundaries ‘is a 4- months internship as a part of a BBA curriculum at Siam University entitled as “Cooperative Educational Report”. The internship was based on capturing maximum number of customers for the company’s new generated services. The main goal was to study the different areas of marketing for services provided by the company. Objectives of the study include: (1) to explore various ways of marketing as per the need of today’s generation (2) to generate schemes in order to capture the attention of targeted audience (3) to segregate itself from other competitors and create value to the customers. With the company, the student was assigned to work as a Marketing Associate, in the department of Marketing. Main responsibilities are to create new ideas for the ‘Bridge course program’ and create marketing proposals for sponsorship deals, make presentations and deliver it to the targeted audience and create a marketing framework for new upcoming programs.

Upon the completion of the internship, it found that the problem was resolved by means of teamwork and brainstorming of various ideas and alternatives and selecting the best possible outcome. In this matter, student is able to learn more about organizational culture and real world experience which are very important for future career development and profession.

Keywords: Services marketing, Brainstorming, Marketing framework

Acknowledgements

I would hereby like to express my profound sense of gratitude and sincerity to the Kathmandu College of Management (KCM) affiliated with Siam University for providing me with a learning environment and an internship opportunity in one of the most renowned educational consultancy, Beyond Boundaries. This internship program has provided me a platform where I could work and learn with the professionals at the same time. It has further helped me to create public relations and experience the corporate environment. This exposure has helped me to imply the theoretical knowledge which I had acquired in the classroom to the practical field i.e. to the real world. I am also grateful towards Beyond Boundaries for having me as their intern for the past couple of months.

The success and the final outcome of this project required a lot of guidance and assistance. I would also like to thank Ms. SomruedeeThaiphanit for guiding me to complete this report along with every person who extended their help by providing their views and opinions, which formed an integral part of the study. This report would have been impossible without their support. I am extremely fortunate to have got this all along the completion of my report. Whatever I have done is only due to such guidance and assistance which I would not forget to thank. The knowledge I gained here and the practical experience learnt will be invaluable in the long run.

Thank you all!

JenishaShakya

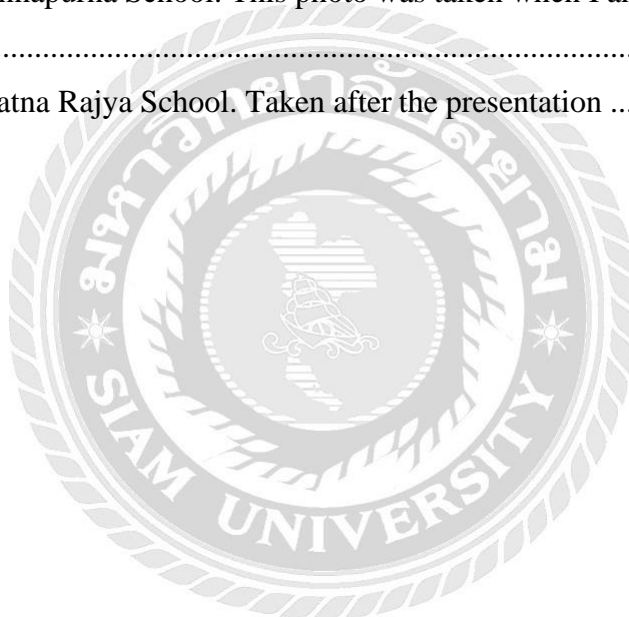
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List of Acronyms

1. KUMAT: Kathmandu University Management Admission Test
2. KUUMAT: Kathmandu University Undergraduate Management Admission Test
3. CMAT: Common Management Admission Test
4. BBA: Bachelors in Business Administration
5. MBA: Masters in Business Administration
6. UNSAAT: United Nations Selection Assistance and Assessment Team
7. +2 : Higher secondary education/ high school
8. PTE: Pearson Test of English
9. iBT: Internet Based Test
10. BBA : Bachelors of Business Administration
11. BBS : Bachelors of Business Studies
12. BHM : Bachelors of Hotel Management
13. BCA : Bachelor of Computer Applications
14. BE : Bachelor of Engineering
15. BIT : Bachelor of Information Technology
16. BSc. CSIT : Bachelors of Science in Computer Science and Information Technology
17. B. Arch : Bachelor of Architecture
18. BSW : Bachelor of Social Work
19. BPH : Bachelor of Public Health
20. BBM : Bachelor of Business Management
21. BIM : Bachelor of Information Management
22. B. Sc Nursing : Bachelor of Science in Nursing
23. PCL Nursing : Proficiency Certificate Level Nursing
24. B. Ed ICT : Bachelor of Education in Information Communication Technology
25. B. Sc Agriculture : Bachelor of Science in Agriculture
26. BTM : Bachelor of Travel and Tourism Management
27. BPA : Bachelor of Public Administration
28. B. Ed : Bachelor of Education
29. TOEFL : Test of English as a Foreign Language

30. IELTS : International English Language Testing System
31. SAT : Scholastic Aptitude Test
32. ACT : American College Testing
(Java T Point, 2011- 2018)



Chapter 1: Introduction

1.1 Company Profile



Figure 1: Beyond Boundaries logo

Beyond Boundaries was formally established on 24th February, 2014 with a view to serve aspirant students globally with life changing educational programs. The company provides educational counseling, visa processing and test preparation services to students who wish to continue their undergraduate and post graduate studies abroad. It offers great opportunity for the study and migration in various countries like Australia, USA, New Zealand, Bangladesh, India and many more countries in reputed colleges and universities (Beyond Boundaries).

Beyond Boundaries provides two types of courses: National Courses and International Courses. The National Courses includes:

- i. KUMAT
- ii. KUUMAT
- iii. CMAT
- iv. BBA PowerPrep
- v. MBA PowerPrep
- vi. English Language Courses
- vii. Other Languages

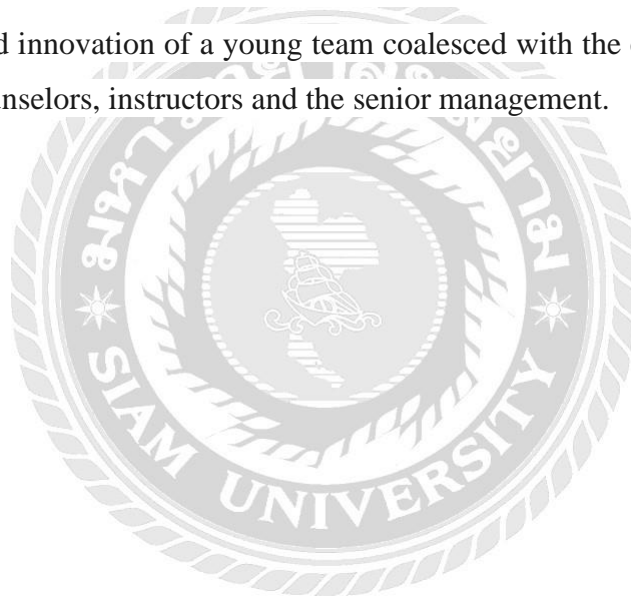
Needless to mention, to prepare for study abroad options one must be able to complete entry level courses for language proficiency tests like PTE-A, TOEFL (iBT), IELTS (General Training/ Academics) or for aptitude tests like SAT (I, II), GRE and GMAT (Beyond Boundaries, 2019). Therefore, Beyond Boundaries provides these courses under International Courses in addition with courses like:

- viii. UNSAAT

ix. UNSAAT Foundation

Transforming the students through transformative global education has always been the foremost objective of Beyond Boundaries and remains so to this day. It is currently located at New Baneshwor, Kathmandu, Nepal. Beyond Boundaries believe that there is a tremendous potential in every individual and all that is needed to tap this potential is to give the individual the space to grow and explore. The key to success, however, is the highest level of preparation and that is what Beyond Boundaries has been striving to achieve.

Here at Beyond Boundaries, they prepare students to the fullest and leave nothing to luck. With the best possible qualified counselors, faculty, staff and state-of-the-art facilities, the company is now an indomitable force in the arena of Educational Consultancy. Here, the students will find the energy and innovation of a young team coalesced with the experience and expertise of the most revered counselors, instructors and the senior management.



1.2 Organizational Structure

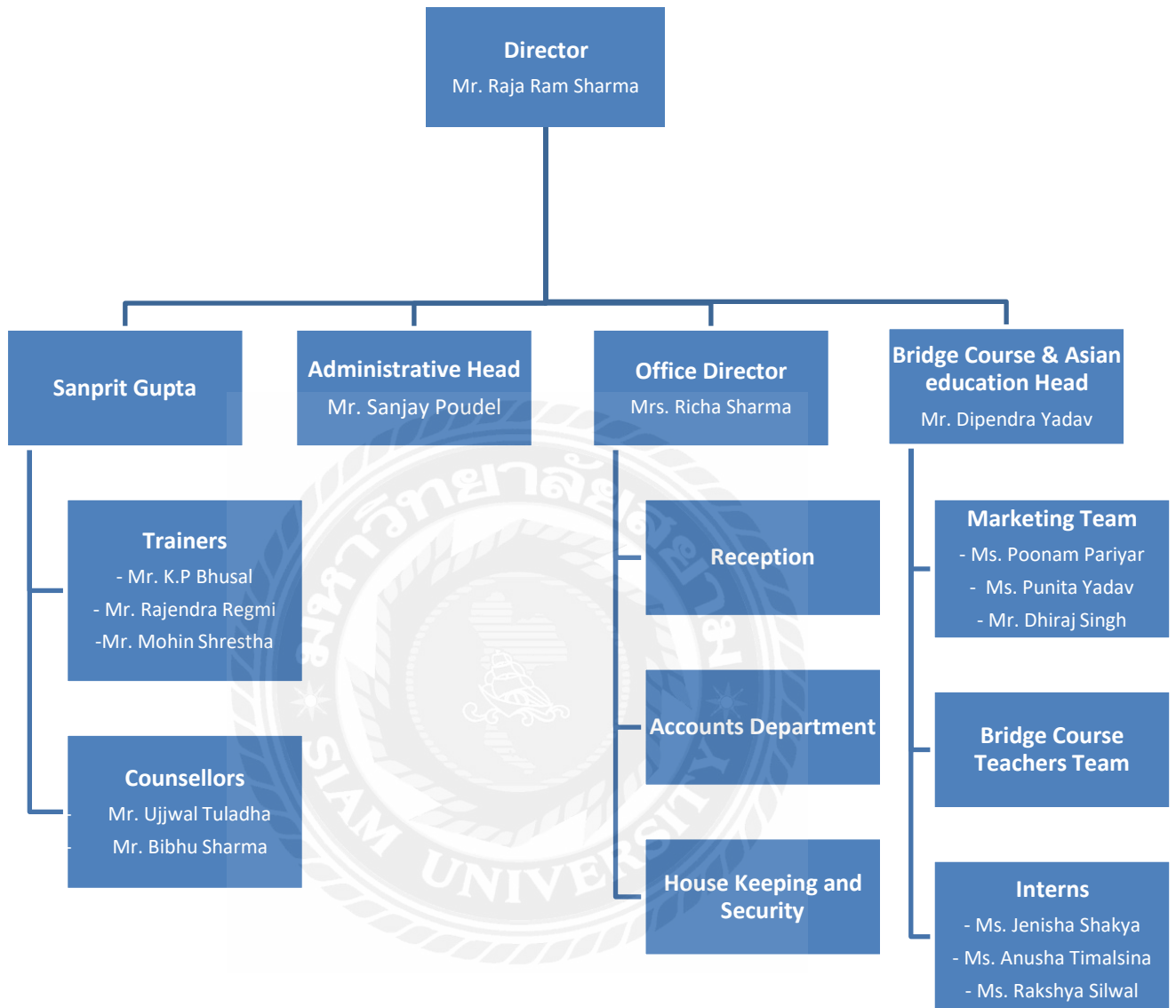


Figure 2: Organizational Structure

1.3 Statement of the report

Internship is the very first stage to step on the professional world as it is a program which provides a platform and foundation for starting a career in the field of specialization. The report consists of the experience, practical knowledge which I gained through the journey of my internship which was for 14 weeks (January 9 to April 19) in Beyond Boundaries. It also presents the objective of the study, self-assessment as future professionals, new knowledge acquired and many more.

Some of the problems which I felt during the internship period were the lack of proper authoritative management body which did not allow the employees to move forward with an idea or an alternative because no one wants to take the responsibility of a failed idea or move which clashed with the organizational goal. This can be solved by giving away the responsibility to an authoritative individual in case of absence to prevent any disturbances and confusion in the works assigned.

1.4 Objectives of the study

The primary objective of this study is to complete the internship program for four months. As it is a part of the study for a BBA student to utilize theory part and acquire some practical knowledge about the real situation in the market. Now, working as an intern in Beyond Boundaries, I have gained some practical knowledge which is listed below:

- x. Studying the consumer behavior and how they react to different means of marketing activities
- xi. To discover new trends and technologies of demographic shift that has impacted the new generation mindset about abroad studies
- xii. Intensive market research about competitors and customer needs and demands
- xiii. To suggest ways and means of improvement to successfully run a marketing campaign and meeting the target of the company
- xiv. Networking contacts to build up customer relation and add value

1.5 Roles and Responsibility of the student

- i. To contribute in providing creative ideas regarding the marketing campaign for the launch.
- ii. To be present in every meetings conducted and provide insights and tasks completed.

- iii. To find out the market leaders in educational consultancy services.
- iv. To maintain a cordial relationship with the potential customers by adding value to the services.
- v. Handling the service complaints and directing it to the Supervisor.
- vi. Need to be punctual at the office and maintain the office timing rules and only leave early in case of an emergency.
- vii. Concluding the assigned tasks on mentioned deadline.
- viii. Keen to take initiative and get help from staffs in case of any confusion to avoid making mistakes and improving the assignment.
- ix. To strictly follow the rules and regulations of the company.
- x. Brainstorming session and coming up with the creative idea for the promotion of the services.
- xi. Submit the record of the tasks assigned on a daily basis.

Chapter 2: Internship Activities

2.1 Assignments and responsibilities of the student

Along with my fellow interns, I was given the main responsibility to bring potential customers for the services provided by Beyond Boundaries. Going in detail, the following are the assignments and responsibilities:

- i. Closely worked as a part of the marketing team.
- ii. Contribution in providing creative ideas regarding the marketing campaign for the launch.
- iii. Successfully researched about the potential customers as well as the current market scenario for +2 level programs; “What after +2?”
- iv. Drafted marketing framework for the +2 level program
- v. Contributed in providing ideas for the marketing campaign of +2 level program
- vi. Brainstorming different ideas and marketing strategies for both the campaigns (Bridge course and +2 levels).
- vii. Contributed in question model making as a part of the ‘bridge course program’.
- viii. Contributed in the launch of “Bridge Course Program”.

- ix. Interact with potential customers, answer their queries and help them in choosing the right subject for further studies.
- x. Researching about the potential customers as well as the current market scenario for the services provided by Beyond Boundaries.
- xi. Made marketing proposals for the sponsorship deals and conducted meetings with the respective sponsors.
- xii. Visited various schools to give presentations about career development and the services provided by Beyond Boundaries.
- xiii. Maintaining a cordial relationship with the potential customers as a part of brand equity.
- xiv. Researching about the competitors, their strengths and weaknesses and that of 'Beyond Boundaries' to find out the ways to improving the marketing of the service launch.

Chapter 3: Identification of Problems Encountering during the Internship

3.1 Indicate how you successfully solved the problems

The main body of any organization starts from the 'Director' who directs his/her employees towards achieving the organizational goal. The problem that arrived in the organization was due to the absence of my Director for a certain period of time due to his personal reasons who was also my job supervisor. When there is a lack of proper direction, the management gets hampered for a slightest bit. In my case as well, during the period of internship due to my supervisor's absence, we had to manage the daily administrative works and outdoor works ourselves.

With the help of my colleagues, we successfully contributed in the marketing of services of Beyond Boundaries and also helped in the launch of 'Bridge course' program. I provided daily updates of the work that was being done to my job supervisor and he provided with the feedbacks and suggestions which helped us to move forward in achieving our organizational goal. Therefore, with continuous interaction with my job supervisor and respective authorities, we could overlook the absence and work as a team to fulfill the deadline.

3.2 Provide some examples

For an example, there was a time when colleges for +2 courses were not showing much interest for the presentation so the previous marketing method which worked for the 'Bridge

Course Program' did not really worked for +2 level programs. A meeting was held with the supervisor to discuss about new ways to approach the potential customers. I presented my idea of conducting a seminar with a professional speaker who will talk about all the courses that will be feasible for different career options that one seeks. We could also invite past students who successfully went abroad and are pursuing their career with the help of Beyond Boundaries which will build trust and faith of the potential customers towards the organization.

I also presented my idea of having counseling booth so that confused individuals can clear out their confusions by seeking help from the educational counselors of Beyond Boundaries. To boost up the event, we could place photo booths at various places looking on the demographic pattern of our targeted customers, this will works as they click photos in the booth and tag us while uploading. So, the one who gets the maximum likes will get free entry in the seminar. My supervisor was very impressed with this idea and also looked forward in implementing it.

Chapter 4: Contribution and Learning Process

4.1 Contributions of student made during the internship

I was firstly assigned to collect the names, location, contact address, university and number of students of every +2 level colleges in Kathmandu and outside valley who teach Management, Science and Hotel Management courses. This helped us to segregate the colleges on the basis of majority of subjects chosen by most students so that it will be easier to firstly approach those colleges. Similarly, I also collected the names, location, contact address, university and number of students of all Bachelors colleges that had courses such as:

- i. BBA (Bachelors of Business Administration)
- ii. BBS (Bachelors of Business Studies)
- iii. BHM (Bachelors of Hotel Management)
- iv. BCA (Bachelor of Computer Applications)
- v. BE (Bachelor of Engineering)
- vi. BIT (Bachelor of Information Technology)
- vii. BSc. CSIT (Bachelors of Science in Computer Science and Information Technology)
- viii. B. Arch (Bachelor of Architecture)

- ix. BSW (Bachelor of Social Work)
- x. BPH (Bachelor of Public Health)
- xi. BBM (Bachelor of Business Management)
- xii. BIM (Bachelor of Information Management)
- xiii. B. Sc Nursing (Bachelor of Science in Nursing)
- xiv. PCL Nursing (Proficiency Certificate Level Nursing)
- xv. B. Ed ICT (Bachelor of Education in Information Communication Technology)
- xvi. B. Sc Agriculture (Bachelor of Science in Agriculture)
- xvii. BTM (Bachelor of Travel and Tourism Management)
- xviii. BPA (Bachelor of Public Administration)
- xix. B. Ed (Bachelor of Education)

After collecting the necessary information about the colleges, I had to research and collect important details about the courses that are to be studied by +2 students to go abroad for foreign studies and also the courses that are to be studied by Bachelor graduates to go abroad for foreign studies. The courses studied by +2 students are:

- i. TOEFL (Test of English as a Foreign Language)
- ii. IELTS (International English Language Testing System)
- iii. SAT (Scholastic Aptitude Test)
- iv. ACT (American College Testing)

Similarly, I collected necessary information about the courses that needs to be studied by Bachelors graduate students. The courses are:

- i. GRE (Graduate Record Examinations)
- ii. GMAT (Graduate Management Admission Test)

This information helped the educational counselors for furthermore handout printouts to the clients and helps them have a better understanding about the courses they are capable to choose. There were various problems in the management system that aroused due to the absence of the director hence my job supervisor. But with the help of my fellow interns, we managed to successfully launch the 'Bridge course program' by contacting schools both inside and outside valley through telecommunication and make appointments for presentations.

We visited various schools on a daily basis to give presentation about 'Bridge course Program' and various added benefits and services provided by Beyond Boundaries. We managed to follow up on those schools and take exams of students which will further help the students who could secure good marks (stated by the organization) to enter into 'My 20 program'. This marketing program selects students who secured first and second position in the examination and can get scholarship as well as certain percentage of discount to study Bridge course in Beyond Boundaries after their school level examination. This will greatly help them students to enroll into prestigious +2 colleges in Nepal and also secure excellent marks in their higher studies. I was asked by my job supervisor to provide him with the exam details of all the bachelor level courses in order to plan for the marketing program. I provided with the exam details of those who have already published, but those universities who have not published yet, I researched about the past year exam details and provided as a reference so that the marketing program could be planned at the right time. This provided an insight about when the exams will tentatively be over and students who want to go abroad will be looking forward for educational consultancies to enroll to study courses. This comes as a perfect opportunity to do marketing through social media pages, personal relations, print ads and directly contacting the colleges.

I drafted a marketing framework for the marketing program focusing on the services provided by Beyond Boundaries. I also helped my fellow interns in making proposals for sponsorship deals and make questionnaire for the 'My 20' examination for the Bridge course program. I was also given the responsibility to do tele-calling to all the SEE (Secondary Education Examination) appeared students and inform them about the importance to study bridge course and also try to convince them to study Bridge Course at Beyond Boundaries. Along with my fellow interns, we had to directly interact with the students who visit the office to inquire about our services and get the idea about bridge course. I also created various marketing messages that was to be sent to all the students who we approached to keep them updating about the exams being help and motivational messages for their upcoming SEE exams. I successfully managed to convince a handful of students to come and study at Beyond Boundaries which was a good start for the launch.

4.2 Details of the related learning process and new knowledge student has received

Internship is all about learning as it provides us with experiences, lessons and tools that will surely be helpful for my career ahead. I got to learn new things each and every day. During my internship days, I established my objectives as worked. During my learning process the first objective for me was to attain the knowledge which I gained in my classes and to learn how to carry it out in the practices. The main learning I achieved from this internship was the real world organizational culture. My experience working under the marketing department helped me a lot to know how a brand markets its services and how it works to retain the customers through added value and its impact and effectiveness in brand recall and brand recognition. I was firstly given a short introduction about the program Beyond Boundaries is planning to launch and the services they are provided, the benefits they are going to provide to the students. Than following days, I embarked my work with helping in creating proposals for sponsorship deals, interacting with the Principals' of the schools we were planning to approach, collecting names and necessary information of various schools and colleges inside and outside valley. The new knowledge I achieved during my internship period are:

i. Improved skills:

One of the benefits which I took away from an internship is my new found knowledge, which really helped me to know the idea on how to fulfill the tasks relevant to our desired career path. I really have been able to nourish my theoretical knowledge and learned how it connects with the work done practically.

ii. Time management skills:

Time is very important aspect for any organization to keep on their mind. If the time is properly managed than it leads to the improvement on job satisfaction and the work will go in proper flow. During my internship, I used to get lots of work assigned with their deadline which really helped me to know how important it is to manage the time. I got to learn that it is important to be smart to manage the time and also to deliver productive work to the organization.

iii. Conduct research on competitor activities:

We used to do research through many online portals in order to know how our competitors are performing on the market. We were assigned to do research through

social media, newspapers and online portals and update in every meeting about the competitors' activities.

iv. Knowledge on consumer's digital media behavior:

As our targeted customers were school and college level students, the main source of marketing was done through online media portals and sites. This provided a general idea as to how important it was to know about the consumer's digital media behavior and how they engage themselves with the brand and respond to all the branding activities carried out by the company.

- v. The internship also taught me the work ethics, discipline, teamwork and patience to achieve the organizational outcome.

Chapter 5: Conclusion

5.1 Self-assessment as a professional

Internship is an educational experience that allows students to apply what they have learned to actual work situations. This experience helps to make us more marketable and give us an advantage in the job market. After working for 14 weeks as an intern in an organization, I have now gained much more knowledge and confidence to work in any organization. I believe that whatever lessons I learned during my internship period will be internalized and put to use in future work opportunities. Working together with the marketing team provided me an advantage as I got to learn much more from them by paying attention to the surroundings and analyzing them working and communicating through calls. This made me a quick learner and adapt to the surrounding.

Now, I have been able to build a personal development on myself. As I have been able to develop my personal skills, work ethics and have been able to investigate my career interests, prospective career goals and an approach to a professional workplace. Internship has really helped me to integrate my learning objectives and working assignments. During the internship, I got to know how professionalism plays an important role in an organization which will surely help me ahead for my career. Now, I believe that I am able to make the choice of my career after working as an intern as I got some idea on which field I am

interested to work on. This internship has given me better understanding of my skill set which will be helpful for me wherever my career may take ahead.

The atmosphere of the office taught me how we should behave in our workplace which is the very first important thing we need to understand before working in any organization. It taught me how to sell a brand and how to have patience in every kind of situation while dealing with the customers. It was a difficult task at the beginning but later on I got the hang of it.



Annex



Figure 3: Tele-calling the students to ask for their updates about joining Beyond Boundaries for bridge course



Figure 4: Entering the feedbacks given by the students



Figure 5: Explaining about the subjects that are taught in Bridge course which I had jotted down in my notebook



Figure 6: Mr. RajendraRegmi teaching his students at Beyond Boundaries



Figure 7: Students of Annapurna School. This photo was taken when I and my fellow intern went for presentation.



Figure 8: Students of RatnaRajya School. Taken after the presentation

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